

Listing of Claims:

1. (Cancelled)
2. (Cancelled)
3. (Cancelled)
4. (Cancelled)
5. (Currently Amended) A method of decoding a barcode ~~according to claim 1, further~~ comprising:
 - imaging a barcode with a mobile device equipped with a digital camera;
 - converting said barcode image to an array of pixels;
 - dividing said array of pixels into vertical sections;
 - determining a first intensity for at least one pixel in each of said vertical sections;
 - assigning a second intensity to said at least one pixel if said first intensity is at least one of
below a first threshold intensity and above a second threshold intensity to enhance said barcode
image;
 - decoding said enhanced barcode image to obtain barcode information;
 - transmitting at least one of said barcode image and said barcode information from said
mobile device to a server via a wireless network;
 - receiving media content associated with said barcode information from said server via said
wireless network;
 - calculating the number of edges in said enhanced barcode image;
 - loading a first symbology library;
 - comparing said number of edges to a predetermined threshold require for said symbology
library; and
 - decoding said barcode from said barcode image utilizing said symbology library.

6. (Previously Presented) A method of decoding a barcode according to claim 5, wherein at least one other symbology library is loaded if said number of edges is less than said predetermined threshold.

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Currently Amended) A method of decoding a barcode ~~according to claim 1~~, comprising:
imaging a barcode with a mobile device equipped with a digital camera;
converting said barcode image to an array of pixels;
dividing said array of pixels into vertical sections;
determining a first intensity for at least one pixel in each of said vertical sections;
assigning a second intensity to said at least one pixel if said first intensity is at least one of
below a first threshold intensity and above a second threshold intensity to enhance said barcode
image;
decoding said enhanced barcode image to obtain barcode information;
transmitting at least one of said barcode image and said barcode information from said
mobile device to a server via a wireless network; and
receiving media content associated with said barcode information from said server via said
wireless network;
wherein said wireless network is a WAP network.

12. (Currently Amended) A method of decoding a barcode ~~according to claim 1~~, comprising:
imaging a barcode with a mobile device equipped with a digital camera;
converting said barcode image to an array of pixels;

dividing said array of pixels into vertical sections;
determining a first intensity for at least one pixel in each of said vertical sections;
assigning a second intensity to said at least one pixel if said first intensity is at least one of
below a first threshold intensity and above a second threshold intensity to enhance said barcode
image;
decoding said enhanced barcode image to obtain barcode information;
transmitting at least one of said barcode image and said barcode information from said
mobile device to a server via a wireless network; and
receiving media content associated with said barcode information from said server via said
wireless network;
wherein said barcode information is transmitted to said server via an SMS message.

13. (Currently Amended) A method of decoding a barcode ~~according to claim 1~~, comprising:
imaging a barcode with a mobile device equipped with a digital camera;
converting said barcode image to an array of pixels;
dividing said array of pixels into vertical sections;
determining a first intensity for at least one pixel in each of said vertical sections;
assigning a second intensity to said at least one pixel if said first intensity is at least one of
below a first threshold intensity and above a second threshold intensity to enhance said barcode
image;
decoding said enhanced barcode image to obtain barcode information;
transmitting at least one of said barcode image and said barcode information from said
mobile device to a server via a wireless network; and
receiving media content associated with said barcode information from said server via said
wireless network;
wherein said barcode information is transmitted to said server via an MMS message.

14. (Cancelled)

15. (Canceled)

16. (Currently Amended) A system for decoding a barcode ~~according to claim 14, further~~ comprising:

at least one machine readable barcode;
at least one mobile device equipped with a digital camera for imaging said machine
readable barcode, wherein said system converts said barcode image to an array of pixels; divides
said array of pixels into vertical sections; determines a first intensity for at least one pixel in each of
said vertical sections; assigns a second intensity to said at least one pixel if said first intensity is at
least one of below a first threshold intensity and above a second threshold intensity to enhance said
barcode image; decodes said enhanced barcode image to obtain barcode information; calculatesing
the number of edges in said enhanced barcode image; loadsing a first symbology library;
comparasing said number of edges to a predetermined threshold require for said symbology
library; and decodesing said barcode from said barcode image utilizing said symbology library;
and
a wireless network in communication with said mobile device and in communication with
a server, wherein said mobile device sends at least one of said barcode information and said
barcode image to said server and receives media content associated with said barcode information
from said server.

17. (Previously Presented) A system for decoding a barcode according to claim 16, wherein at least one other symbology library is loaded if said number of edges is less than said predetermined threshold.

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Currently Amended) A system for decoding a barcode ~~according to claim 14~~, comprising:

at least one machine readable barcode;
at least one mobile device equipped with a digital camera for imaging said machine readable barcode, wherein said system converts said barcode image to an array of pixels; divides said array of pixels into vertical sections; determines a first intensity for at least one pixel in each of said vertical sections; assigns a second intensity to said at least one pixel if said first intensity is at least one of below a first threshold intensity and above a second threshold intensity to enhance said barcode image; and decodes said enhanced barcode image to obtain barcode information; and
a wireless network in communication with said mobile device and in communication with a server, wherein said mobile device sends at least one of said barcode information and said barcode image to said server and receives media content associated with said barcode information from said server;

wherein said wireless network is a WAP network.

23. (Currently Amended) A system for decoding a barcode ~~according to claim 14~~, comprising:

at least one machine readable barcode;
at least one mobile device equipped with a digital camera for imaging said machine readable barcode, wherein said system converts said barcode image to an array of pixels; divides said array of pixels into vertical sections; determines a first intensity for at least one pixel in each of said vertical sections; assigns a second intensity to said at least one pixel if said first intensity is at least one of below a first threshold intensity and above a second threshold intensity to enhance said barcode image; and decodes said enhanced barcode image to obtain barcode information; and
a wireless network in communication with said mobile device and in communication with a server, wherein said mobile device sends at least one of said barcode information and said barcode image to said server and receives media content associated with said barcode information from said server;

wherein said barcode image is transmitted to said server via an SMS message.

24. (Currently Amended) A system for decoding a barcode ~~according to claim 14~~, comprising:

at least one machine readable barcode;

at least one mobile device equipped with a digital camera for imaging said machine readable barcode, wherein said system converts said barcode image to an array of pixels; divides said array of pixels into vertical sections; determines a first intensity for at least one pixel in each of said vertical sections; assigns a second intensity to said at least one pixel if said first intensity is at least one of below a first threshold intensity and above a second threshold intensity to enhance said barcode image; and decodes said enhanced barcode image to obtain barcode information; and

a wireless network in communication with said mobile device and in communication with a server, wherein said mobile device sends at least one of said barcode information and said barcode image to said server and receives media content associated with said barcode information from said server;

wherein said barcode information is transmitted to said server via an MMS message.

25. (Currently Amended) A system for decoding a barcode ~~according to claim 14~~, comprising

at least one machine readable barcode;

at least one mobile device equipped with a digital camera for imaging said machine readable barcode, wherein said system converts said barcode image to an array of pixels; divides said array of pixels into vertical sections; determines a first intensity for at least one pixel in each of said vertical sections; assigns a second intensity to said at least one pixel if said first intensity is at least one of below a first threshold intensity and above a second threshold intensity to enhance said barcode image; and decodes said enhanced barcode image to obtain barcode information; and

a wireless network in communication with said mobile device and in communication with a server, wherein said mobile device sends at least one of said barcode information and said barcode image to said server and receives media content associated with said barcode information from said server;

wherein said mobile device[[s]] utilizes an operating system from the list consisting of Symbian OS, Java, embedded VC++, Windows CE, and Palm OS.

26. (Canceled)

27. (Currently Amended) A computer program product ~~according to claim 26, further comprising instructions for causing a computer to~~ residing on a computer readable medium, the computer program product comprising instructions for causing a computer to:

convert a barcode image to an array of pixels, wherein said barcode is imaged with a mobile device equipped with a digital camera;

divide said array of pixels into vertical sections;

determine a first intensity for at least one pixel in each of said vertical sections;

assign a second intensity to said at least one pixel if said first intensity is at least one of below a first threshold intensity and above a second threshold intensity to enhance said barcode image;

decode barcode information from said enhanced barcode image;

transmit at least one of said enhanced barcode image and said barcode information from said mobile device to a server via a wireless network;

receive media content associated with said barcode information from said server via said wireless network;

calculate the number of edges in said enhanced barcode image;

load a first symbology library;

compare said number of edges to a predetermined threshold require for said symbology library; and

decode said barcode from said barcode image utilizing said symbology library.

28. (Previously Presented) A computer program product according to claim 27, wherein at least one other symbology library is loaded if said number of edges is less than said predetermined threshold.

29. (Canceled)

30. (Currently Amended) A wireless device ~~according to claim 29, further comprising:~~

means for imaging a barcode;
means for converting said barcode image to an array of pixels;
means for dividing said array of pixels into vertical sections;
means for determining a first intensity for at least one pixel in each of said vertical sections;
means for assigning a second intensity to said at least one pixel if said first intensity is at
least one of below a first threshold intensity and above a second threshold intensity to enhance said
barcode image;
means for decoding said enhanced barcode image to obtain barcode information;
means for transmitting at least one of said barcode image and said barcode information to
a server;
means for receiving media content associated with said barcode information from said
server;
means for calculating the number of edges in said enhanced barcode image;
means for loading a first symbology library;
means for comparing said number of edges to a predetermined threshold require for said
symbology library; and
means for decoding said barcode from said barcode image utilizing said symbology
library.

31. (Previously Presented) A wireless device according to claim 30, further comprising means for loading at least one other symbology library if said number of edges is less than said predetermined threshold.